

Appl. No. 09/931,677
Amdt. Dated August 28, 2006
Reply to Office Action of March 27, 2006

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method comprising:
establishing a ~~manager~~ management entity;
establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of consumers;
establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of manufacturers of consumer products;
establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of retailers via an electronic automated means;
producing a plurality of ~~a-universal-coupon~~ wallet cards;
issuing one of the wallet cards to each of the ~~plural~~ plurality of consumers;
identifying selected publically placed coupons, offering a purchase discount for a
selected product, with a notification indicia related to the one of the wallet cards;
issuing the purchase discount for ~~each of~~ the selected ~~products~~ product purchased
at ~~an~~ one of the ~~plural~~ plurality of retailers by ~~any the~~ one of the ~~plural~~ plurality of
consumers upon presentation of the one of the wallet cards;
notifying the ~~manager~~ management entity of ~~each of~~ the purchase discount
identified to the ~~manager~~ management entity via the electronic automated means;
paying, to the ~~manager~~ management entity, a manufacturers ~~rebated~~ rebate related
to the purchase discounts tendered by the one of the retailers and a manager service fee;
and
paying, to the one of the retailers, the manufacturers rebate.
2. (currently amended) A method comprising:
establishing a ~~manager~~ management entity;
establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of consumers;

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establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of manufacturers of consumer products;

establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of retailers;

establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of retailers via an electronic automated means;

producing a plurality of ~~a universal coupon~~ wallet ~~card~~ cards;

issuing one of the wallet cards to each of the ~~plural~~ plurality of consumers;

identifying selected publically placed coupons, offering a purchase discount for a
selected product, with a notification indicia related to the wallet cards;

issuing the purchase discount for ~~each of~~ the selected ~~products~~ product purchased
at ~~any~~ one of the ~~plural~~ plurality of retailers by ~~any the~~ one of the ~~plural~~ plurality of
consumers upon presentation of ~~the~~ one of the wallet cards;

notifying ~~one of~~ the manufacturers of ~~each of~~ the purchase ~~discounts~~ discount
issued by the ~~one of the~~ retailers via the electronic automated means;

paying, to the ~~manager~~ management entity, a manufacturers rebate related to the
purchase ~~discounts~~ discount tendered by the ~~one of the~~ retailers and a manager service fee;
and paying, to the ~~one of the~~ retailers, the manufacturers rebate.

3. (currently amended) A method comprising:

establishing a ~~manager~~ management entity;

establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of consumers;

establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of manufacturers of consumer products;

establishing a ~~one-to-many~~ relationship between the ~~manager~~ management entity
and ~~plural~~ a plurality of retailers via an electronic automated means;

producing a plurality of ~~a universal coupon~~ wallet ~~card~~ cards;

issuing one of the wallet cards to ~~each one of~~ the ~~plural~~ plurality of consumers;

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identifying selected publically placed coupons, offering a purchase discount for a selected product, with a notification indicia related to the wallet cards;

issuing the purchase discount for ~~each of the selected products~~ product purchased at ~~any one of the plural~~ plurality of retailers by ~~any the one of the plural~~ plurality of consumers upon presentation of the one of the wallet cards;

notifying one of the manufacturers of ~~each of the purchase discounts~~ discount issued by the one of the retailers via the electronic automated means;

paying, to the one of the retailers, a manufacturers rebate related to the purchase discounts tendered by the one of the retailers; and

paying, to the ~~manager~~ management entity, a service fee.

4. (previously presented) A method comprising:

issuing a universal coupon card containing information related to coupon card transaction to a consumer, the information corresponding to a coupon identified by a notification indicia and being embedded in the card via an electronic or magnetic medium, the coupon card being redeemable at a retailer to receive a discount for a good or service provided by a manufacturer;

alerting the manufacturer and the retailer about the coupon card transaction;

receiving a notification via an electronic means of the discount from the retailer;

and

receiving a service fee from the manufacturer.

5. (previously presented) The method of claim 4 further comprising:

receiving a rebate from the manufacturer associated with the good or service; and

paying the rebate to the retailer.

6. (previously presented) The method of claim 4 wherein the coupon card transaction includes presenting the coupon card by the consumer to the retailer when the consumer purchases the good or service.

7. (previously presented) A card comprising:

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an electronic or magnetic medium to contain information related to coupon card transaction used by a consumer, the information corresponding to a coupon identified by a notification indicia and offering a discount for a good or service, the information being scanned by a retailer when the consumer purchases the good or service to receive the discount.

8. (previously presented) The card of claim 7 wherein the information comprises: personal identification information to identify the consumer.
9. (previously presented) The card of claim 7 wherein the information comprises: a value amount purchased by the consumer for a later discounted purchase.
10. (new) The card of claim 7 wherein the information comprises: a fixed or variable discount level providing a privilege for a consumer action.
11. (previously presented) The card of claim 7 wherein the information comprises: a combination of a credit or debit and a discount coupon.